

1 SONAL N. MEHTA (SBN 222086)

Sonal.Mehta@wilmerhale.com

2 WILMER CUTLER PICKERING

HALE AND DORR LLP

3 2600 El Camino Real, Suite 400

Palo Alto, California 94306

4 Telephone: (650) 858-6000

Facsimile: (650) 858-6100

5 DAVID Z. GRINGER (*pro hac vice*)

David.Gringer@wilmerhale.com

6 WILMER CUTLER PICKERING

7 HALE AND DORR LLP

1875 Pennsylvania Avenue, NW

8 Washington, DC 20006

9 Telephone: (202) 663-6000

Facsimile: (202) 663-6363

10 *Attorneys for Defendant*

11 FACEBOOK, INC.

12 **UNITED STATES DISTRICT COURT**  
13 **NORTHERN DISTRICT OF CALIFORNIA**  
14 **SAN JOSE DIVISION**  
15

16 MAXIMILIAN KLEIN, et al., individually and on  
17 behalf of all others similarly situated,

18 Plaintiffs,

19 v.

20 FACEBOOK, INC., a Delaware Corporation  
headquartered in California,

21 Defendant.  
22

Case No. 5:20-cv-08570-LHK

**DECLARATION OF KRISTIN  
ARMITAGE IN SUPPORT OF  
DEFENDANT FACEBOOK, INC.'S  
MOTION TO DISMISS**

Judge: Hon. Lucy H. Koh

1 I, Kristin Armitage, declare as follows:

2 1. For the above-captioned matter, I submit this declaration in support of Defendant  
3 Facebook, Inc.'s Motion to Dismiss the Consolidated Consumer Class Action Complaint and  
4 Consolidated Advertiser Class Action Complaint. I have personal knowledge of the facts set  
5 forth herein unless otherwise noted, and if called to testify as a witness thereto, I could do so  
6 competently under oath.

7 2. I am a Case Manager on the eDiscovery and Information Governance team in the  
8 Legal Department at Facebook. My duties and responsibilities in this role include supporting  
9 litigation matters involving Facebook, Inc. As part of my current role, I am regularly involved in  
10 assisting to collect evidence about aspects of services across the company's platforms.

11 3. Individuals and companies can purchase advertising through Facebook's self-  
12 service advertising platform to promote their businesses. Facebook keeps records of those  
13 purchases in the normal course of its business. I consulted these records in identifying the  
14 information below.

15 4. According to Facebook's records, Plaintiff Mark Young d/b/a Dinkum Hair  
16 purchased advertisements on Facebook beginning in April 2016 and ending in April 2018.  
17 Attached as Exhibit 1 are Facebook's records of advertisements purchased by Plaintiff Mark  
18 Young d/b/a Dinkum Hair.

19 5. According to Facebook's records, Plaintiff 406 Property Services, PLLC  
20 purchased advertisements on Facebook beginning in June 2015. Attached as Exhibit 2 are  
21 Facebook's records of advertisements purchased by Plaintiff 406 Property Services, PLLC.

22 I declare under penalty of perjury that the foregoing is true and correct.

23 Executed on this 19th day of May 2021 in Menlo Park, California.

24  
25 By: /s/ Kristin Armitage

26 Kristin Armitage  
27  
28

**SIGNATURE ATTESTATION**

I am the ECF User whose identification and password are being used to file the foregoing. Pursuant to Civil Local Rule 5-1(i), I hereby attest that the other signatories have concurred in this filing.

Dated: May 20, 2021

/s/ Sonal N. Mehta

Sonal N. Mehta